

### Trafford's 10p parking Reducing Car Parking Charges - Altrincham, Trafford

From July 2009 Trafford provided a period of 18 months of Free after 3pm (Monday to Friday) parking to support more footfall to shops however following a public consultation it was found that ultimately the majority vote was for lower or free parking charges.

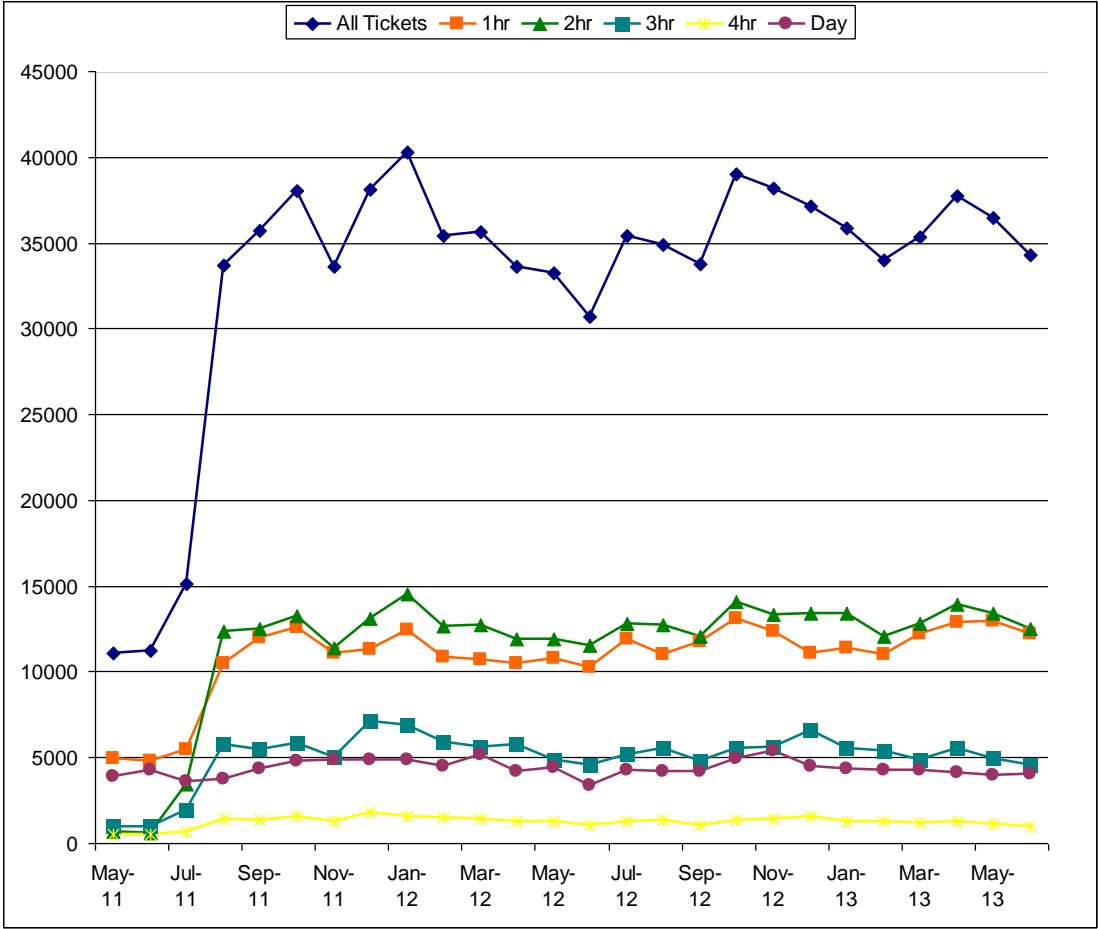
They have always supported free parking on Sundays and do not charge after 6pm.

The new, lower charges below were introduced in **April 2011**:

- 1 hour - 10p
- 2 hours - 30p
- 3 hours - 70p
- 4 hours - £2
- Over 4 hours - £3

Car park usage increased both on and off street and an increase in footfall has also been assumed. The greatest increase was in long-stay parking on street; however it is worth noting that it is not clear whether this increase is from visitors / shoppers using the town centre or commuters / business use which would be of less benefit to the vitality of the town centre. This highlights the importance of agreeing economic measures for monitoring the impact of any changes.

Pay & Display usage comparison by financial year up to 31st March 2013					
	2010/11	% Change	2011/12	% Change	2012/13
<b>On-Street</b>	<b>261,487</b>	<b>7.68%</b>	<b>281,564</b>	<b>36.79%</b>	<b>385,148</b>
1/2hr	67,566	-85.68%	9,675		
1hr	96,287	37.93%	132,805	55.69%	206,763
2hr	60,838	59.68%	97,147	63.80%	159,127
3hr	839	231.47%	2,781	-39.70%	1,677
Day	7,222	9.90%	7,937	121.51%	17,581
<b>Off-Street</b>	<b>262,619</b>	<b>32.62%</b>	<b>348,298</b>	<b>20.92%</b>	<b>421,155</b>
1hr	57,712	77.97%	102,708	33.54%	137,152
2hr	73,032	34.30%	98,080	55.05%	152,076
3hr	48,460	6.96%	51,835	24.08%	64,316
4hr	10,148	27.70%	12,959	18.22%	15,320
Day	45,218	3.85%	46,961	11.35%	52,291



Car Park Usage May 2011 – June 2013